

## CURRICULUM VITAE

**Sulagna Mukherjee Gupta**

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### ***Career Objective:***

I am a focused ambitious and result driven, seeking an opportunity to learn with reputable firm where I can enhance and utilize my skills at its best for the benefit of the company

### ***Educational Qualifications:***

- PGDM (Marketing): New Delhi Institute of Management, New Delhi, 2013
- B.S.C: Banwarilal Bhalotia College (Bardwan University); 2011
- Senior Secondary: Kendriya Vidyalaya, New Bongaigaon; (CBSE); 2007
- Secondary: Kendriya Vidyalaya, BRPL; (CBSE); 2005;

### ***Work Experience***

1.

**COMPANY** : **Beeta Machines Pvt. Ltd.**

**DURATION** : **5 months**

**DESIGNATION** : **Sales Coordinator**

**ROLES & RESPONSIBILITIES :**

- Assisting the sales department to manage monthly and annual quotas.
  - Scheduling meetings, preparing presentations & negotiations.
  - Actualizing marketing strategies, handling contracts, tenders, enquiries and maintaining business communications with clients before, during and after a sale.
- Achieving sales target.

2.

**COMPANY** : **Poly Medicure Ltd.**  
**DURATION** : **From 16<sup>th</sup> Sept'13 (still working)**  
**DESIGNATION** : **Sr. Product Executive**  
**ROLES & RESPONSIBILITIES :**

- Continuously monitor market needs and requirements, taking into account future technology / developments, competitor products/services and the changing requirements of regulatory bodies.
- Produce and own the Product Business Plan.
- Strategically manage the product from conception to product withdrawal.
- Provide sales support material i.e. develop and produce training material (Audio visual presentations, product ordering procedures, technical data sheets, handbooks etc.)
- Plan, organize and participate in product release presentations - both internal and external to the company.
- Design market research projects to assess customer attitudes to the current product range and new product introductions.
- Act as point of first reference for all product related enquiries and work collaboratively with colleagues in Clinical Research and Regulatory to address any issues that may arise.
- Monitor and control product development budgets. Also developing and maintain pricing policies for the product.
- Develop and monitor critical success factors for the product in line with the product business plan.
- Plan and manage the product release.
- Liaise with the advertising agency regarding the product campaign including journal advertising, direct mail and conferences.
- Organising & Participating in different national level conferences (e.g. Arab Health, ASICON, ISACON, TRANSMEDCON, IACTA, PCCON etc.) and also in CME's (Continuous Medical Education) & CAPs (Clinical Awareness Programs in different hospitals).
- Responsible for promotion of products related to Infusion Therapy, Anaesthesia, Urology, Post Surgery & specially in Diagnostic portfolio in PAN India. Also tracking the business generated after promotion.
- Organized & conduct internal & external Audit of our organization.

### ***Summer Internship Project:***

Project was undertaken at **Nestle India Ltd** at New Delhi for 2 months duration having **Industries Research** as the Project Title was Market Share Analysis of Nestle Products as Compare to its Competitors.

### ***Project Synopsis:***

The Project was to find the Market Share of Nestle Products (Noodles, Coffee, Ketchup & Chocolate) in compared to its Competitors.

### ***Other Projects:***

- A Comparative study of Consumer Behaviour of three competing companies for the academic assessment of PGDM in the Chocolate Sector.
- A Field Work of competing companies in the Hatchback Car Sectors to compare the satisfaction level of Consumer in India & Foreign countries.
- Extensive Study of 7P's of Restaurant.
- Study of Sales and Distribution Management of three competing companies in FMCG Sector.

### ***Achievements:***

- Distinction in Kathak Dance.
- Organized Women's Day in 2012 at N.D.I.M.
- Actively participated in Ad MAD Competition organized by N.D.I.M.
- Actively participated in 1<sup>st</sup> Regional Art Exhibition 2005 organized by Kendriya Vidyalaya Sangathan, Guwahati Region.
- Active Editorial Board member of N.D.I.M.
- Organized & participated in State/National level Conferences (**ASICON, ISACON, UPISACON, ECHMO, IACTA, TRANSMEDCON, GISACON, PCCON etc.**)
- Organized & given training to PAN India sales & marketing field staff.

### ***Computer Proficiencies:***

- Basics of Computer,
- MS Office, MS Projects,
- SPS

***Core Competencies:***

Ability to Work Hard, Persistence, Patience, Adaptable, Honest, Confident & poise in nature.

Team Player & Highly mobile (required relocation)

Decent Communication & Presentation skill, Extrovert & easily mix with people.

***Personal Information***

**Marital Status:** Married

**Date of Birth:** September 8<sup>th</sup>, 1989

**Permanent Address:** c/o S.Mukherjee, Asst. Commandant, CISF Unit, Q.No-1503, Sector-24B,  
Chandigarh, Pin-160023.

**Languages Known :** English, Hindi, Bengali, Assamees and Spanish